





18

18

Types of Bias

19

			
<p>Gender Bias</p> <p>Having a preference, favoring for or against one <u>gender</u> over another.</p>	<p>Beauty Bias</p> <p>Associating a <u>person's appearance</u> with their personality; making judgments based on a person's physical appearance.</p>	<p>Affinity Bias</p> <p>Favoring others who share <u>one's own qualities</u> or qualities of someone you <u>like</u>.</p> <p>In-group Bias</p> <p>Responding more positively toward one's own "<u>in-groups</u>" than from "<u>out-groups</u>"</p>	<p>Confirmation Bias</p> <p>Searching for evidence that backs up one's <u>preconceived</u> opinions or theories; can lead to <u>selective observation</u> or <u>overlooking information</u> that is also relevant.</p>

19

Types of Bias (Cont.)

20



Anchoring Bias

Relying on the first piece of information received about a matter, regardless of its relevance or whether substantive in nature.



Contrast Effect

Assessing two or more similar things and comparing them with one another, rather than looking at each component based on its own merit(s).



Halo Effect

Relying on a perceived "positive" impression about a person and overlooking other information or aspects.



Horns Effect

Relying on a perceived "negative" impression about a person and overlooking other information or aspects.

20

Types of Bias (Cont.)

21



Attention Bias

Focusing on certain information while ignoring other information that is relevant or substantive in nature.



Affect Bias

One's emotional state influencing one's decision-making; one's positive or negative feelings may affect one's perception of information or meaning(s).



Motivation Bias

Assuming someone's motivation(s) based on their current behavior; a form of emotionally biased reasoning that isn't considering all of the evidence.



Overconfidence Effect

Relying on one's subjective confidence in their own judgments rather than considering the objective accuracy of those judgments.

21

Framing Effect

- Relying on the way information is presented when making judgments or decisions
- Equivalent information can be more or less attractive depending on **how** the information is delivered

Examples:

1. Presenting information through empirical research findings vs. a person's anecdotal personal experience or opinion
2. Providing feedback in an "angry, raised voice" vs. a "more-balanced emotional posture"



Ambiguity

- Limited or lack of information to base one's decisions or judgments.

Examples:

1. Evidence may be interpreted multiple ways
2. Gaps in witness statements (e.g. memory gaps, lack of testimony)
3. Unfamiliarity with the subject matter






25

What is “Serving Impartially” in your Role?

26

Impartial	Independent	Objective
<p>State of mind or attitude where there is <u>no biased influence</u>, perceived or real</p>	<p>Free from <u>outside influence</u></p>	<p>Absence from any <u>personal or professional interest</u> that affects a person’s ability to be fair & impartial to all parties involved</p>


 THE UNIVERSITY of TEXAS SYSTEM
 THIRTEEN INSTITUTIONS. UNLIMITED POSSIBILITIES.

26

What can cause a Conflict of Interest?

Lack of Independence in your role

Lack of Objectivity in your analyses

Lack of Impartiality in your decision-making

27